



Turning Google Search Challenges into Growth

Learn How Healthcare Organizations Adapt to Google's Latest Updates to Search Generative Experience (SGE)

The Impact of Google SGE Changes on Healthcare

Healthcare organizations face a major shift with continuing updates to Google's Search Generative Experience (SGE). These changes are altering how search results are generated and displayed, making it important for healthcare organizations to take action to maintain their visibility and relevance.

Healthcare systems and physician practices must embrace the move to AI-driven search dynamics and implement new approaches that both mitigate potential negative impacts and turn these challenges into opportunities to enhance patient engagement and drive growth. Recognizing the critical role online reputation management (ORM) platforms play in navigating the complexities of SGE is the first step.

If your organization is currently using a reputation platform to drive patients to your site, stay the course! You're in the best possible shape to weather these changes. If you're not employing a fully-functional platform, now is the time to implement one—not only as a response to Google's SGE changes, but as a mechanism for organic business growth.



Google SGE Impact on Healthcare

“Analysis of one billion queries across nine industries reveals healthcare is most impacted by SGE.”

–Search Engine Land

Google SGE leverages AI to deliver more accurate results. SGE's key feature is its ability to generate concise responses by integrating data from numerous sources into a single article.

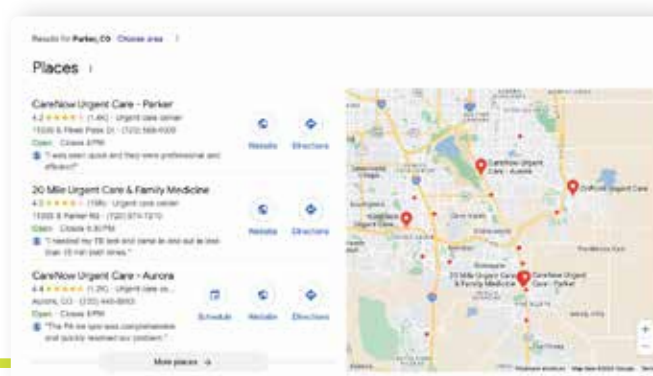
This differs from traditional search, where users navigated multiple links to find information. That means users can get answers to millions of daily searches on symptoms, treatments, providers, and facilities without visiting multiple websites. And that poses new challenges for healthcare providers, like:

- **Reduced website and content visibility** in search results, limiting new patient acquisition.
- **Shifts in patient referral patterns**, influencing how patients choose providers.
- **Greater competition for search rankings** favoring larger organizations with extensive digital footprints.
- **Increased cost-per-click (CPC) rates** as healthcare advertising becomes less visible on the search results page.
- **Decreased ability to attract nearby patients** searching for medical services.

8 Proactive Moves to Dominate Healthcare Searches, Drive Growth

Healthcare organizations can take proactive steps to help ensure their continued presence in search results.

1 Keep your Google Business Profile (GBP) Complete, Accurate, and Up to Date.



Claiming, optimizing, and continuously improving your GBP can positively impact your rankings placement. Healthcare providers with fully optimized profiles stand a better chance of gaining the widespread exposure Google's local 3-pack offers. The Google 3-Pack is a listing of the top three results for a local search. Unlike basic searches that don't include geographic keywords, a local search typically uses the phrases "near me," or "in Parker, CO."

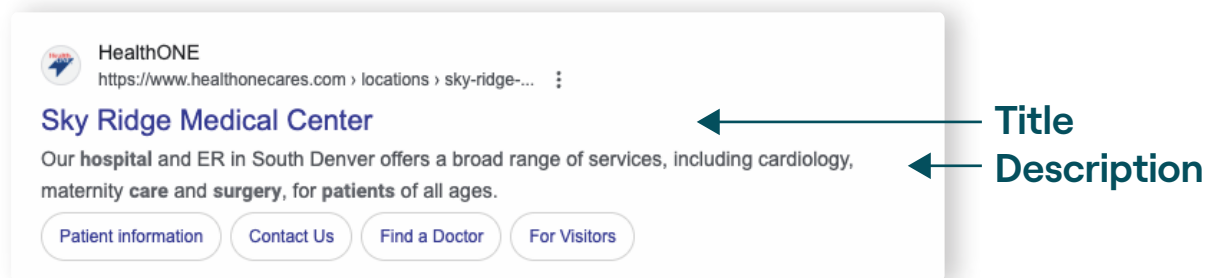
Ensure your GBP includes as much information as possible about the healthcare services you offer, including categories of care, hours of operation, and a concise but thorough description of the specific services provided. Be sure to quickly and thoroughly answer questions posed by patients via the Overview tab. Include videos and pictures of your location and a link to your website.

In addition to optimizing for the Google 3-Pack, it's essential to consider Google Maps results, especially for mobile users searching for services on the go. Google Maps typically displays more than three results, providing additional opportunities for visibility.

To capitalize on this, ensure your GBP includes rich, detailed information and utilizes Google Posts to share updates, promotions, and events. Encourage patients to leave reviews, and regularly update your profile with content to attract mobile users searching for healthcare services in your area.

2 Optimize Title and Description Tags on Your Website

Title and description tags are the customizable elements displayed in organic search results. They represent your primary opportunity to get the attention of those searching for the services you provide.



Use approximately 55 characters in the title and 175 characters in the description to capture the searcher's attention and compel them to click the link to your website. Carefully select language that describes the content of the linked page and stands out against competitors' descriptions. Include keywords near the beginning of the tag to improve search rankings.

3 Actively Solicit, Accumulate, and Manage Patient Reviews



Patient reviews build credibility and improve search rankings. Accumulate positive ratings/reviews on your GBP. AI will find reviews and surface those most representative in SGE results. Don't worry about negative reviews—more than 80% of your customers will likely comprise a positive majority.

Encourage patients to include detailed insights in their reviews. As AI evolves and allows users to pose more nuanced inquiries, businesses with detailed reviews that use keywords stand to gain.

Strategically feature these testimonials on your website and integrate them into your content. Reviews provide potential patients – and Google – with confidence in your services and can increase your visibility in local search results.

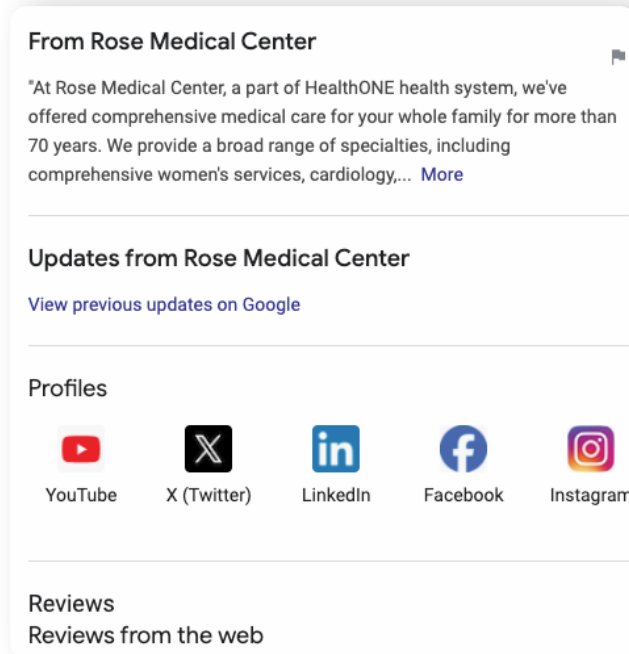
In response to SGE's content preferences, include reviews on your website in a structured format, such as a review schema markup, explained in number six below.

4 Renew Focus on Social Media

A robust social media strategy helps generate more owned, approved, and verified content on third-party sites that Google can crawl and incorporate into its AI-generated results. Social media platforms serve as significant sources of user-generated content and authoritative signals that Google's algorithms use to assess credibility and relevance.

Google now permits the inclusion of social media links from TikTok, Facebook, X, LinkedIn, and Instagram on Business Profiles. It also allows you to display social media posts directly within the profiles.

This feature will play a crucial role in enhancing engagement, which in turn will improve your rankings. As these capabilities become available, ensure that your social media accounts are linked to your GBP. By integrating these links and showcasing your posts, you'll drive more interaction and visibility, ultimately boosting your search performance.

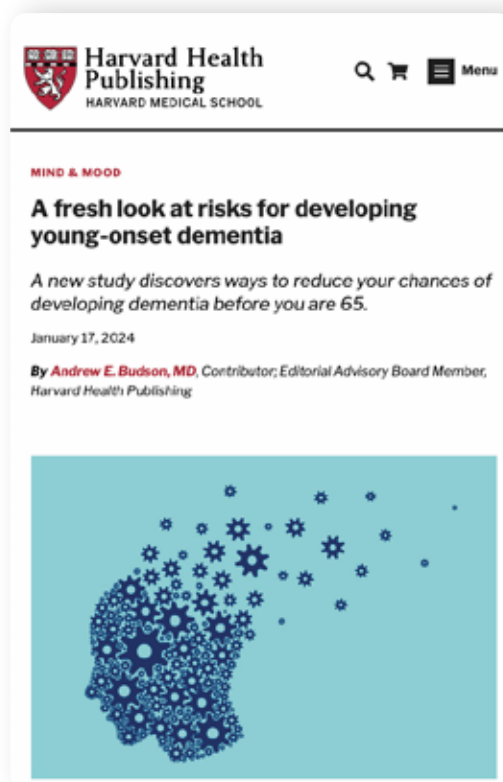


5 Optimize Content

Optimize your sites and listings with high-quality, authoritative, up-to-date content that answers the specific needs of patients. This includes blog posts on health topics and regularly-updated, fresh, and relevant web content.

Incorporate local keywords into your website content and metadata. Use long-tail keywords that naturally fit into your content and ensure they flow seamlessly within the context. Whether someone is visiting your site or your site's information is being used by SGE as an authoritative source, accurate, helpful information is required.

Make sure your web pages are consistent with the content on your listings. From the website carousel provided in SGE results, patients may directly click to your site or they might visit your listing first. Either way, consistency is key.



6 Incorporate Structured Data and Schema Markup

Implementing structured data and schema markup will enhance visibility in AI-driven searches. Schema markup, which is a type of code that helps search engines understand the context of your content, reviews, and ratings, including specific details such as medical conditions, procedures, and healthcare facilities, is typically written in JSON-LD, as recommended by Google.

This structured approach enables search engines to pull and display relevant information more effectively. By adhering to these standards, you improve the chances of your content being prominently featured, thereby boosting visibility and relevance in an AI search environment.

7 Adapt Marketing Strategies

Regularly adjust your digital marketing strategies including content marketing, social media advertising and engagement, and other paid advertising opportunities to align with new search engine algorithms and changing consumer behaviors. Expand focus on local search optimization to maintain visibility.

Exploring new advertising formats within the SGE framework may be beneficial. This could include leveraging AI-driven ad placements or utilizing interactive content formats that engage users more effectively. By staying current with advertising trends and continuously optimizing your strategies, you can ensure that your marketing efforts remain effective.

8 Optimize Your Website

Prioritize technical SEO to help maintain a strong online presence amidst changes to search algorithms. Key aspects include optimizing site speed, ensuring mobile-friendliness, and maintaining secure connections. A fast, responsive website improves the user experience and is favored by Google SGE.

Regular SEO audits can help identify and fix issues that hinder performance. Audits should check for broken links, duplicate content, and outdated information. Updating your site's architecture to make it more crawlable by search engine bots can help ensure that all content is indexed efficiently. This approach maintains compatibility with evolving search technologies, ensuring your site remains competitive in search rankings.

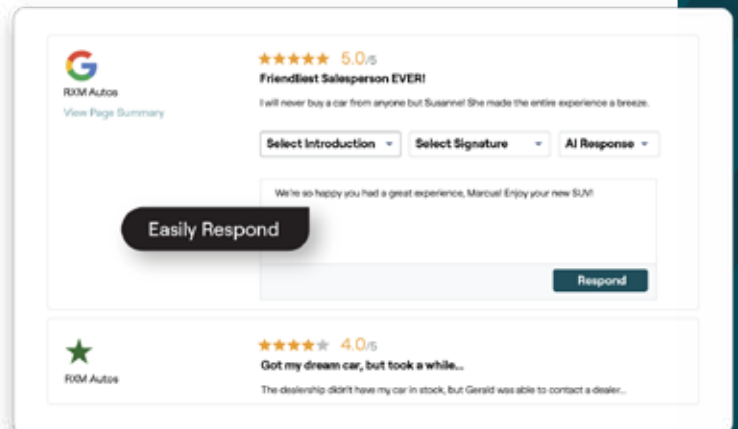
The Reputation Solution for Healthcare

Healthcare organizations have typically used the Reputation solution to enhance their online presence, gather reviews, manage social media, increase patient engagement, and use feedback to create better patient relationships — all at scale. And today, they're using it to address the challenges associated with Google SGE changes. The Reputation platform includes:

Reviews & Review Requesting

The Reputation platform gives your healthcare team the ability to request, respond to, measure, and showcase customer feedback from a single platform, across all of your facilities and providers.

- Generate, respond to, and engage with patient reviews to improve local SEO performance
- Track review volume, quality, and real-time sentiment at the brand, regional, or location level
- Measure and report on key review metrics with customizable dashboards and automated reporting



Business Listings Management

Publish, monitor, and optimize your business listings across all the sites where consumers find you.

- Build profiles that are complete, accurate, and optimized to drive better local SEO
- Showcase the best of your business straight from search with accurate, optimized listings
- Keep real-time tabs on how many clicks, conversions, and engagements your listings are generating

Social Suite

Publish, listen, respond and achieve a competitive advantage via the only unified platform purpose-built for location-based businesses.

- Manage, localize and customize content across all social channels from a single platform
- Track competitor mentions across thousands of digital channels; measure your performance against theirs
- Discover brand sentiment trends in real time and gain visibility into what matters most to customers



Intermountain Health implemented the Reputation platform to enhance their review solicitation strategy, resulting in a **510% increase** in review volume over a 6-month period, and a ratings improvement from **3.7 to 4.5 stars** in a matter of weeks.

Furthermore, Intermountain Health gained visibility in Google's 3-Pack for local business listings, driving increased traffic. This led to **three times more organic leads** than all paid search, direct mail, social media, billboards, radio, email, TV, and digital ads combined from January to December 2023. As SGE changes are implemented, Intermountain Health is optimally situated to ensure their lead generation efforts remain effective.

Stay the Course/Implement the Reputation Platform

Healthcare organizations that have already adopted a reputation solution should stay the course. The tools found in a comprehensive ORM platform are already helping to future proof brands against changes to search. If you've been keeping your listings up to date and accurate, and actively driving review volumes and response rates, you have a strong head start.

For healthcare organizations that have not implemented online reputation management best practices, now is the time. Complete reputation platforms enable a holistic, proactive approach that maintains strong search visibility that continues to attract and retain customers as the digital landscape evolves.

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.